

Commissioners; I am a 20+ year Broadcast Engineering veteran who has seen the industry move in a direction away from serving the public on a local level, to a more centralized, cost cutting, efficient method of securing a strong stock value by eliminating diversity, and localism in markets small and large across this country.

As a result of the Communications act of 1996, the public interest is no longer served by local or over the air broadcasters.

XM Satellite radio provides me with the information and diversity in content that I find to be non-existent in the local market. Current on air licensees are, in my opinion, not able to provide the services that XM provides me on a daily basis. Much like the diversity of Cable television, I am willing to pay a subscription fee for this valued service and diversity. If I were able to obtain the similar content and quality of service from the local broadcasters in the area, I would not require XM to provide me these services. This unfortunately is not the case.

The National Association of Broadcasters is lobbying against allowing XM to provide a service to its audience that the stations they represent do not. I would urge the Commission to allow XM to continue to provide this valuable and necessary service to its subscribers.

From a strictly competitive standpoint, XM audiences are making an educated choice to commit to the service, as it is specialty hardware and subscription based. On Air broadcasters will have the ability in the future via HD radio with regard to service quality, and it ought to be up to them to steer their own destiny with regard to audience service.

On air broadcasters at some point in the future will have to recognize that their audience base is looking for something they are not offering, and will have to compete by better serving the public interest.

Thank you for your time, and again, I urge you to support XM satellite radio and the hard work it is doing to provide a valuable service.

Garry Greth
Seattle, Washington